THE INVENTION CLAIMED IS

- 1. Method for increasing and/or prolonging <u>in vivo</u> or <u>in vitro</u> activity of plant growth regulators (PGRs), comprising:
- a) locally increasing the concentration of active plant growth regulators in a plant and/or plant part(s) by either or both of the following:
 - 1) administering the PGR(s) in encapsulated form;
 - administering PGR(s) that have been chemically modified by linking it (them) to one or more carrier molecules, optionally with interposing of a spacer molecule;
- b) increasing the sensitivity of the plant and/or plant part(s) to the activity of plant growth regulators by administration or application of one or more means which result in a defensive response in the plant.
- 2. The method of claim 1, wherein the chemical modification comprises addition of a protecting group selected from the group consisting of tertiary-butyloxycarbonyl, benzyloxycarbonyl, propionyl, and bovine serum albuminate.
- 3. A plant metabolism regulator comprising a compound selected from the group consisting of tertiary-butyloxycarbonyl aminooxyacetic acid, benzyloxycarbonyl aminooxyacetic acid, N,N' (diaminooxyacetic acid) ethylenediamine, N,N' (di-tert-butyloxycarbonylaminooxyacetic acid), propionic aminooxyacetic acid, 1-N-indole-3-hexanoic acid, indoleacetic acid-N-conjugate with bovine serum albuminate, indole butyric acid-N-conjugate with bovine serum albuminate.
- 4. The plant metabolism regulator of claim 3, wherein the plant metabolism regulator inhibits plant ethylene activity.
- 5. The plant metabolism regulator of claim 3, wherein the plant metabolism regulator delays flower senescence.
- 6. The plant metabolism regulator of claim 3, wherein the plant metabolism regulator induces root formation.

- 7. A method for regulating plant metabolism, comprising the administration of a compound selected from the group consisting of tertiary-butyloxycarbonyl aminooxyacetic acid, benzyloxycarbonyl aminooxyacetic acid, N,N' (diaminooxyacetic acid) ethylenediamine, N,N' (di-tert-butyloxycarbonylaminooxyacetic acid), propionic aminooxyacetic acid, 1-N-indole-3-hexanoic acid, indoleacetic acid-N-conjugate with bovine serum albuminate, indole butyric acid-N-conjugate with bovine serum albuminate.
- 8. The method of claim 7, wherein the plant metabolism comprises plant ethylene activity.
- 9. The method of claim 7, wherein the plant metabolism comprises flower senescence.
- 10. The method of claim 7, wherein the plant metabolism comprises root formation.